Missouri Farmers Care

2025 ANNUAL REPORT



Missouri Farmers Care

Missouri Farmers Care FOUNDATION

Our Vision

All Missourians will understand the truth about modern agriculture, food production and farm life and their connection to Missouri's food security, economy and social well-being.

Our Mission

Promote the continued growth of Missouri agriculture and rural communities through coordinated communication, education and advocacy.

Missouri Farmers Care is a joint effort by Missouri's farming and agriculture community to stand together for the men and women who provide the food and jobs on which our communities depend.

Programs

Agriculture™ EDUCATION on the move.
A Program of Missouri Farmers Care

Drive to Feed Kids™
Changing lives one meal at a time
Missouri Farmers Care

Agri-Ready County
OPEN FOR BUSINESS

Missouri Farmers Care
Missouri Agriculture Stewardship Award

Cardinals Race to The Plate





BETTER TOGETHER, AGRICULTURE IN ACTION

Missouri agriculture has always been about more than production. It's about people who step up, see a need, and take responsibility for their communities. This year, Missouri Farmers Care once again witnessed that spirit in action across our state.

From classrooms and county fairs to food pantries and farm gates, Missouri farmers, ranchers, agribusinesses, and educators came together with a shared purpose: to care for one another and invest in the future of agriculture. Because of your commitment, students explored careers in agriculture, families gained access to nutritious food, and communities were strengthened through local leadership and service.

At the heart of our work is the belief that agriculture is strongest when it is connected. Our programs are built to bridge gaps—between the farm and the classroom, between surplus and need, and between today's challenges and tomorrow's opportunities. Whether through youth education, hunger relief, or stewardship recognition, Missouri Farmers Care exists to support those who are doing the work and doing it well.

This year's impact belongs to you. It belongs to the farmers who opened their operations for learning, the volunteers who gave their time, the donors who invested resources, and the partners who shared our vision. Every project funded and every student reached is a reflection of the trust you place in our mission.

As we look ahead, the need for strong agricultural leadership has never been greater. Missouri Farmers Care Foundation remains committed to advancing programs that are practical, collaborative, and rooted in the values that define Missouri agriculture: integrity, responsibility, and care for the next generation.

Thank you for standing with us and for believing in the power of agriculture to serve, to educate, and to lead. Together, we are ensuring that Missouri agriculture continues to thrive, not just for today, but for generations to come.

With gratitude,

Ashley McCarty
Executive Director
Missouri Farmers Care



Your MEMBERSHIP MATTERS

EXECUTIVE BOARD

MEMBERS

- AGRIServices of Brunswick, LLC
- Bayer
- Biofuels, LLC
- Brundage Ag Law, LLC
- CFM Insurance
- Dairy Farmers of America
- Infra
- Law Firm of Haden & Colbert
- Midwest Dairy
- Missouri Agribusiness Association
- Missouri Animal Husbandry Association
- Missouri Association of Meat Processors
- Missouri Dairy
- Missouri Egg Council
- Missouri Farmer Today
- Missouri Federation of Animal Owners
- Missouri Horse Council
- Missouri Levee & Drainage District Association
- Missouri Livestock Marketing Association
- Missouri Pet Breeders Association
- Missouri Rice Council
- Missouri Sheep Producers
- Missouri Veterinary Medical Association
- Missouri Vocational Agriculture Teachers Association
- Missouri Wine and Grape Board
- Missouri's Electric Cooperatives
- Nutra-Blend, LLC
- Prairieland FS, Inc.
- Professional Pet Association
- St. Louis Agribusiness Club
- Sydenstricker Nobbe Partners John Deere

Agriculture™ EDUCATION *on the move.*

A Program of Missouri Farmers Care

Agriculture Education on the Move is a 10-week hands-on education program delivered by trained, diverse, and passionate educators. The program identifies key classroom objectives and meets standards primarily in the areas of science, math, reading, and writing.

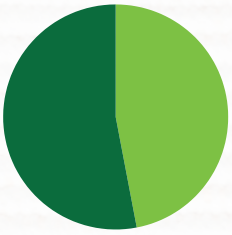
IN 2025, AG MOVES REACHED

13,682 STUDENTS

- **219 SCHOOLS**
- **86 COUNTIES**

53%

of students (7,251 total) were taught by FFA partner educators.



47%

of students (6,431 total) were taught by regional educators.

- **952 FFA PARTNER EDUCATORS**
- **111 PARTNER FFA CHAPTERS**







Missouri Soybeans · MFA Oil — We live where you do. · The Poultry Federation · Vital Farms (Est. 2007) · Missouri Beef Industry Council · MissouriCorn Merchandising Council · FCS Financial · MFA Incorporated

as well as the Missouri Fertilizer Control Board, Midwest Dairy, the Missouri Vet Medical Association, and the E.M. Burger Foundation.

For more information, visit: www.agmoves.com.

Drive to Feed Kids™
Changing lives one meal at a time
Missouri Farmers Care

In 2025, The Drive raised:

720,000 MEALS

through

Packing Events
Youth Grants
Hogs For Hunger

ONE IN SIX
MISSOURI CHILDREN DON'T HAVE ENOUGH FOOD.

Since 2017, Missouri agriculture has donated
13.7 million meals to food insecure Missourians in every county.

The Missouri Farmers Care Foundation Drive to Feed Kids launched in 2017 with a goal of building partnerships among nonprofits, farmers and agricultural businesses committed to raising awareness and addressing hunger in Missouri.

The Drive creates opportunities for the agriculture community to talk about utilization of science, stewardship and technology to responsibly produce food for our communities.

The year-long effort includes meal packing, hog processing and development activities. Its goal is to inspire youth and agriculture groups in local communities to come together to host events and activities to serve their food insecure neighbors.









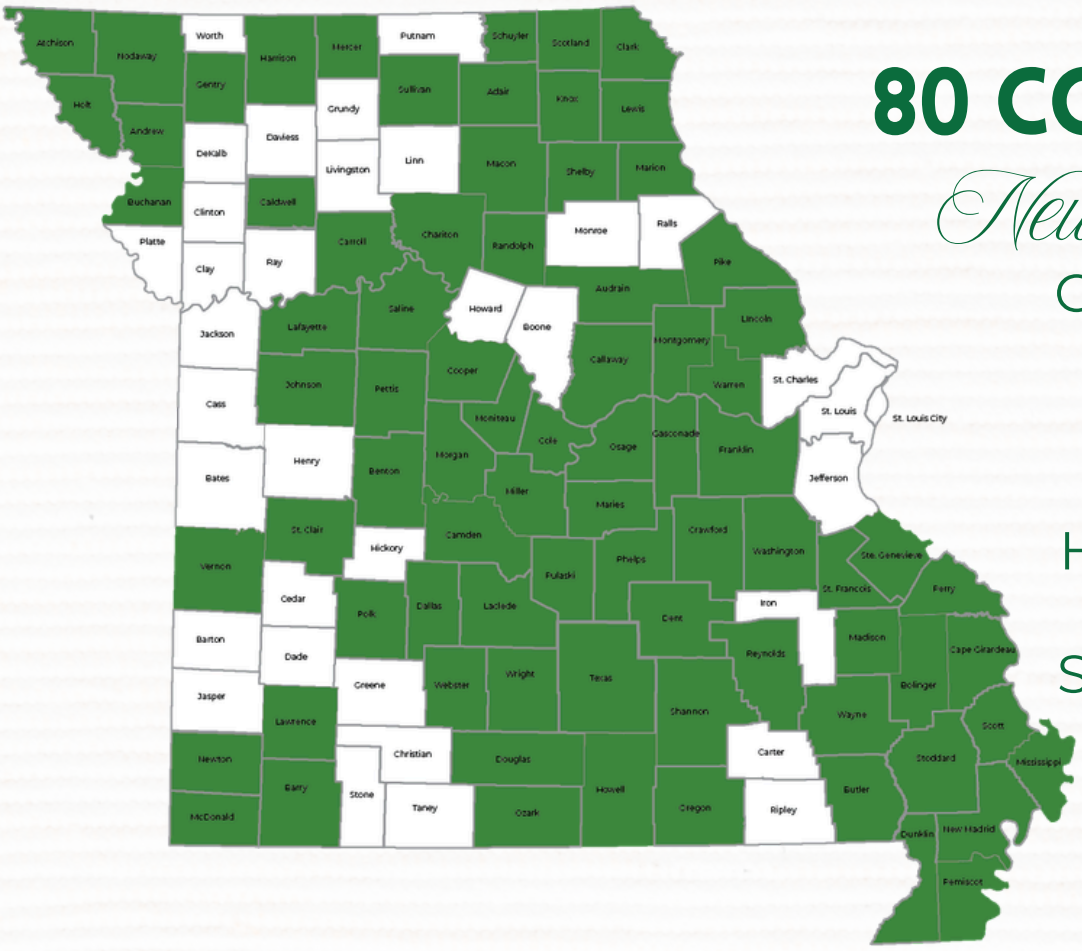


BROWNFIELD AG NEWS FOR AMERICA
ADM
AMERICAN FAMILY INSURANCE
Insure carefully, dream fearlessly.
MISSOURI FQHC RURAL HEALTH NETWORK
MFA INCORPORATED
NUTRA BLEND DRIVE TO FEED
MISSOURI STATE FAIR EST. 1901
MISSOURI DEPARTMENT OF AGRICULTURE
FEEDING MISSOURI
4-H FEEDING MISSOURI
MISSOURI FFA

For more information, visit: www.mofarmerscare.com/drive/.

Agri-Ready County

OPEN FOR BUSINESS



80 COUNTIES

New Counties

Callaway
Shelby
Lewis
Adair
Harrison
Knox
Schuyler

The Agri-Ready program is a voluntary program, which recognizes counties actively supporting the health and vitality of agriculture in their county.

Every county has something to gain from pursuing the Agri-Ready County Designation. Securing agriculture as a vital part of a county's economy is a sound business decision.

Pursuing the Agri-Ready County Designation is a great way to partner with Missouri Farmers Care to recognize the important economic underpinning of our agriculture industry and pave the way for a bright future for Missouri agriculture.

Missouri Agriculture's Economic Impact

$93.7 Billion Economic Impact	*27 million* acres of farmland	*87,887* farms	*460,000* employees

For more information, visit: www.mofarmerscare.com/agri-ready/.

MISSOURI PARTNERSHIP®

YIELD

With support from Missouri corn and soybean farmers through their checkoff programs, Missouri Farmers Care joined forces with Missouri Partnership three years ago to strengthen the state's ability to attract agricultural businesses. Missouri Partnership is nationally recognized as a leading private-sector organization for statewide business recruitment. The collaboration, known as YIELD, is focused on increasing in-state commodity utilization and expanding opportunities across the agricultural value chain. Missouri.

The YIELD initiative builds on then-Lt. Governor Mike Kehoe's 2019 Food and Beverage Manufacturing Study, which called for strategic growth of Missouri's $93.7 billion agriculture, feed, food and forestry industry.

Through YIELD, Missouri agriculture now has a consistent voice in economic development and business attraction conversations. Missouri Farmers Care, Missouri Partnership, Hawthorn Foundation, Missouri Soybean Association and Missouri Corn are aligning resources to build on the state's agricultural strengths and compete for projects in the agriculture, food and beverage sectors.

KEY YIELD WINS:

- Beck's soybean seed processing facility announced in late 2024 in New Madrid.
- Americold cold storage facility announced in 2024 which will support movement of meat products on rail.
- Cal-Maine Foods – with Department of Economic Development as the lead, YIELD supported efforts to bring Cal-Maine to Dexter.
- Expanded the Raise The Bar program to train local economic developers on responding to information requests from prospective companies and site consultants.

MISSOURI SOYBEANS

MissouriCorn Merchandising Council

Missouri Farmers Care

Missouri Agriculture Stewardship Award

The Missouri Agriculture Stewardship Award recognizes the high bar set in Missouri agriculture for the careful and responsible management of the land, natural resources, and animals entrusted to the care of Missouri farmers and ranchers.

2026 Recipient

PAULSMEYER FARMS | CHAMOIS, MO









The rich alluvial soil of the Missouri River bottoms near Chamois in Agri-Ready Osage County holds the legacy of fourth generation river bottom farmer, Arthur Paulsmeyer, Sr., and his stewardship of the natural resources entrusted to him. His stories whisper among the timber stands and meander with the river's curves that mark the end of one field from the beginning of the next. Arthur's farm has evolved but the legacy remains: each generation of Paulsmeyers prioritize leaving the land better for the generations to come and commit to bringing the next generation back to live and work on the family farm.

"THE 2026 MISSOURI AGRICULTURE STEWARDSHIP AWARD RECOGNIZES THE HARD WORK AND DEDICATION OF OUR FAMILY THROUGH THE GENERATIONS. OUR FARM CAN SERVE AS AN EXAMPLE FOR OTHERS TO FOLLOW," SAYS GRAYSON, WHO PLANS TO BE AN EIGHTH-GENERATION RIVER BOTTOM FARMER.

For more information, visit:
www.mofarmerscare.com/agstewardshipaward/.

Race to The Plate



2025 FARM TEAM

MISSOURI BEEF
BLAKE MCDONALD

MISSOURI PORK
JESSE HEIMER

MISSOURI CORN
MATT LAMBERT

MIDWEST DAIRY
ERIN RODGERS

Baseball and farming—both take dedication, teamwork, and passion. That's why Missouri's farmers are proud to share the stage alongside the St. Louis Cardinals. Together, we're shining a spotlight on how Missouri's farm families contribute a remarkable $93.7 billion to our state's economy. And we're just getting started. Through a partnership with the Cardinals, Missouri farm families are showing how agriculture is stepping up to the plate to continue feeding and fueling a growing global community.

Missouri Farmers Care (MFC) is educating baseball fans about agriculture through the "Race to the Plate" initiative. Throughout the 2025 St. Louis Cardinals season, fans interacted with the MFC "Farm Team" through radio messaging, print advertisements, in-stadium videos and social media content, as well as in-person activities at select games.













MissouriCorn Merchandising Council

UNDENIABLY DAIRY

MoPORK Missouri Pork Association

BEEF. IT'S WHAT'S FOR DINNER.
Paid for by Missouri Beef Farmers and Ranchers

MFA INCORPORATED

MISSOURI FARM BUREAU

For more information, visit: www.mofarmerscare.com/cardinals/.

2025
COMMUNICATIONS & OUTREACH REPORT

Overall Reach - 327 MILLION
per Meltwater analytics

FACEBOOK	4,900,000
YOUTUBE	192,800
INSTAGRAM	154,200
WEBSITE	37,000
LINKEDIN	24,659

Some Top Posts...



MONTHLY **HIRING POST**
Avg. 174k Reach



LARRY **HENNEKE**
43,953 Reach



DROUGHT **MONITOR**
147,923 Reach



2026 MASA **VIDEO**
57,959 Reach



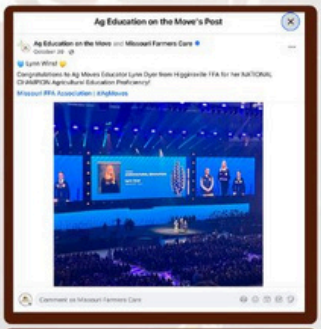
NATIVE **BLADES**
607,578 Reach



JESSE **HEIMER**
34,328 Reach



DREW **BRUNER**
24,381 Reach



LYNN **DYER**
42,924 Reach



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